

ORDER



Orders
Order / Rev: 711788 - 2
Alt Order #: 06305560
Product Desc: FL DEM/3 PACK
Estimate: 584
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 09/06/12 / 10/17/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Florida Democratic Party
Demographic: A25-54
Product Codes: PL-State/Local,PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	37	\$4,242.00	\$3,605.70
10/29/12	10/29/12	9	\$1,521.00	\$1,292.85

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$4,242.00	\$3,605.70	0.00
November 2012	9	\$1,521.00	\$1,292.85	0.00
Totals	46	\$5,763.00	\$4,898.55	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	7%	\$5,763.00
Market	100%	\$82,328.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$5,763.00
WCWJ	2%	\$1,646.57
WJXT	33%	\$27,168.43
WTEV	19%	\$15,642.43
WTLV	32%	\$26,345.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/23/12	10/29/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	5	\$50.00	P-5	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$50.00		0.00				
2	WJXX	10/23/12	10/29/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	22222--	:30	10	\$30.00	P-5	0.00	NM	10	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	22222--			10		\$30.00		0.00				
3	WJXX	10/23/12	10/24/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	-TW----	:30	2	\$40.00	P-5	0.00	NM	2	\$80.00

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WJXX-TV

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3	WJXX	10/23/12	10/24/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	-TW----	:30	2	\$40.00	P-5	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TW----		2			\$40.00		0.00				
4	WJXX	10/23/12	10/29/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	5	\$125.00	P-5	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--		5			\$125.00		0.00				
5	WJXX	10/23/12	10/29/12	General Hospital General Hospital	CM	.	MT-T---	:30	3	\$66.00	P-5	0.00	NM	3	\$198.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MT-T---		3			\$66.00		0.00				
6	WJXX	10/24/12	10/26/12	3-4p Wendy Williams	CM	3-4p	--W-F--	:30	2	\$70.00	P-5	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W-F--		2			\$70.00		0.00				
7	WJXX	10/23/12	10/29/12	4-5p Anderson	CM	M-F 4-5p	MTWTF--	:30	3	\$60.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MT-T---		3			\$60.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/23/12-10/29/12		4-5p		M-F 4-5p	MT-Th-----	:30		(\$60.00)		0.00	NM		
	Credited [CR]														
2	WJXX	10/23/12-10/29/12		4-5p		M-F 4-5p	MT-Th-----	:30		(\$60.00)		0.00	NM		
	Credited [CR]														
3	WJXX	10/23/12-10/29/12		4-5p		M-F 4-5p	MT-Th-----	:30		(\$60.00)		0.00	NM		
	Credited [CR]														
8	WJXX	10/23/12	10/29/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MT-T---	:30	3	\$50.00	P-5	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MT-T---		3			\$50.00		0.00				
9	WJXX	10/24/12	10/26/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	--W-F--	:30	2	\$70.00	P-5	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W-F--		2			\$70.00		0.00				
10	WJXX	10/23/12	10/29/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MT--F--	:30	3	\$90.00	P-5	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MT--F--		3			\$90.00		0.00				
11	WJXX	10/29/12	10/29/12	Mon Prime Other DWTS	CM	8-10p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1			\$1,000.00		0.00				
12	WJXX	10/23/12	10/29/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MT-TF--	:30	4	\$80.00	P-5	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MT-TF--		4			\$80.00		0.00				
13	WJXX	10/23/12	10/23/12	Tue Prime A DWTS RES	CM	8-9p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$1,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/22/12-10/28/12		Tue Prime A		8-9p	-T-----	:30		(\$1,000.00)		0.00	NM		
	Credited [CR]														
14	WJXX	10/23/12	10/23/12		CM	10-11p	-T-----	:30	1	\$850.00	P-5	0.00	NM	0	\$0.00

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tue Prime C PRIV PRAC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$850.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WJXX 10/22/12-10/28/12 Tue Prime C 10-11p -T----- :30 (\$850.00) 0.00 NM Credited [CR]															
15	WJXX	10/24/12	10/24/12	Wed Prime A Middle/ Suburgatory	CM	Wed 8p-9p	--W----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$450.00 0.00															
16	WJXX	10/24/12	10/24/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$550.00	P-5	0.00	NM	1	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$550.00 0.00															
17	WJXX	10/25/12	10/25/12	Thu Prime B GREYS	CM	9-10p	---T---	:30	1	\$1,100.00	P-5	0.00	NM	1	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$1,100.00 0.00															
18	WJXX	10/26/12	10/26/12	Fri Prime C 20/20	CM	Fri 10p-11p	----F--	:30	1	\$500.00	P-5	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WJXX 10/22/12-10/28/12 Fri Prime C Fri 10p-11p ----F-- :30 (\$500.00) 0.00 NM Credited [CR]															
19	WJXX	10/27/12	10/27/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$50.00 0.00															
20	WJXX	10/27/12	10/27/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$60.00	P-5	0.00	NM	1	\$60.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$60.00 0.00															
21	WJXX	10/28/12	10/28/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$80.00	P-5	0.00	NM	1	\$80.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$80.00 0.00															
													Totals	46	\$5,763.00